



## IDEAS TO RECRUIT MALE MENTORS

- Males respond to a different “message” than females. The word “mentoring” isn’t always appealing. Try using words like coaching, advising, supporting, helping, leading when describing the relationship.
- Have everyone who speaks on behalf of your organization bring attention to the need for male mentors.
- Ask the local newspaper to sponsor an ad recruiting mentors for your local mentoring collaborative in the sports section or in the automobile classifieds.
- Hold a recruitment fair in conjunction with a professional, college, or high school sporting event.
  - Honor a local male mentor during the event.
  - Have the announcer read public service announcements asking for male mentors
  - Hand out flyers to all the men
- Hold recruitment events at locations where men are naturally clustered such as barbershops, car shows, YMCAs, bowling alleys, etc.
- Partner with the local hardware store to hold a recruitment fair. Have demonstrations going on that show some activities that mentors/mentees could do together. (e.g. build a bird house, paint a fence, etc.)
- Partner with the local sporting goods store to hold a recruitment fair. Have handouts listing sporting activities that men could do with their mentees (e.g. play catch, go fishing, ride bikes).
- Have a well-known local athlete (could be a high school or college player) hold a sport clinic at the local sporting goods store for mentors and mentees.
- Have one of your current male mentors write an article for the local newspaper. Have him ask specifically for more male mentors.
- Partner with the fraternities in your community as many of them have service requirements. Get them involved when they are freshman or sophomores so they can have a long-term relationship with a child.
- Speak at a Chamber of Commerce meeting.
- Speak at local service clubs such as Lions, Masons, or Rotary.
- Hold a telethon that promotes the need for male mentors.
- Host an event in partnership with the local sportsman’s club (hunting, fishing, etc.)
- Set up a booth at a local ski resort. Hand out business card-size “flyer” that the men can slip into the pocket of their ski jacket.
- Get an article in corporate newsletters.
- Develop paycheck stuffers—asking for male mentors—that local businesses could stuff into paychecks. Or develop a partnership with a payroll company to put your message in pay envelopes.
- Make the sign up process easy
- Take the “fun” approach in your recruitment strategy.